INSIGHTS REPORT

COVID-19

COMMMB

Canadian Out of Home Marketing and Measurement Bureau

ISSUE # 1:

IMPACT, GROWTH & CHANGE IN OOH

June 2021

Presidents Note

Welcome to COMMB's new monthly resource for consumer travel patterns, the COVID-19 Insights Report. We're excited to officially launch this resource for our members and the OOH industry with compelling insights across 17+ major and regional markets, granular observations between product groups, road types and custom geographic areas.

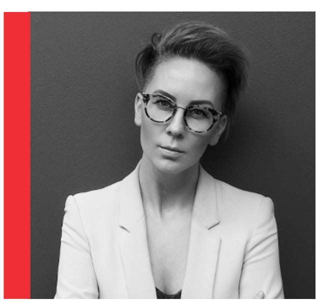
Our media owner members will have access to an interactive dashboard to support their sales and marketing efforts. The COVID Insights dashboard will provide them with direct access to insights on their own inventory and the ability to build essential storytelling on the varying changes of consumer activity as we emerge from the post-pandemic life.

We will release the COMMB-issued report monthly, with an approximate 10 to 15 day lag from the previous month's end, ensuring up-to-date insights and consumer activity trends for our beloved OOH industry. Many of our major city-centres have been stereotyped as having minimal 'downtown' activity due to the stay-at-home orders, rolling lockdowns or government-imposed restrictions. However, the reality is obvious for anyone who is an essential worker or lives in these city centres; people are still out and about, but their mobility patterns have been modified in response.

We've selected over 10,000 locations across the country, absorbed three years of historical data, and will continue to ingest rolling monthly data throughout 2021 into this impressive new 'insights' tool. This tool will allow our members to gain a current pulse on mobility by comparing activity with a pre-COVID baseline period of 2019 and/or the pandemic impact year of 2020. The dynamic weighting (calculating results based on the selected filters) built into the insights dashboard also allows true comparisons for whatever inventory is selected, creating a true assessment and understanding of consumer movement trends.

We're taking advantage of some key elements from COMMB's new measurement methodology incorporating OTS (opportunity to see, or viewshed), by leveraging SDK data and COMMB's assigned directional road segments or venue footprints for both outdoor and place-based networks to ensure these insights are aligned with COMMB's commitment to measurement accuracy and it's long-term release strategy.

We hope you enjoy and benefit from our new monthly insights and encourage you to reach out to your media owner partners for more granular information on their specific products, using our custom dashboards. Please feel free to reach out to COMMB with any questions or comments.



Amanda Dorenberg
President, COMMB

Canada Market Overview

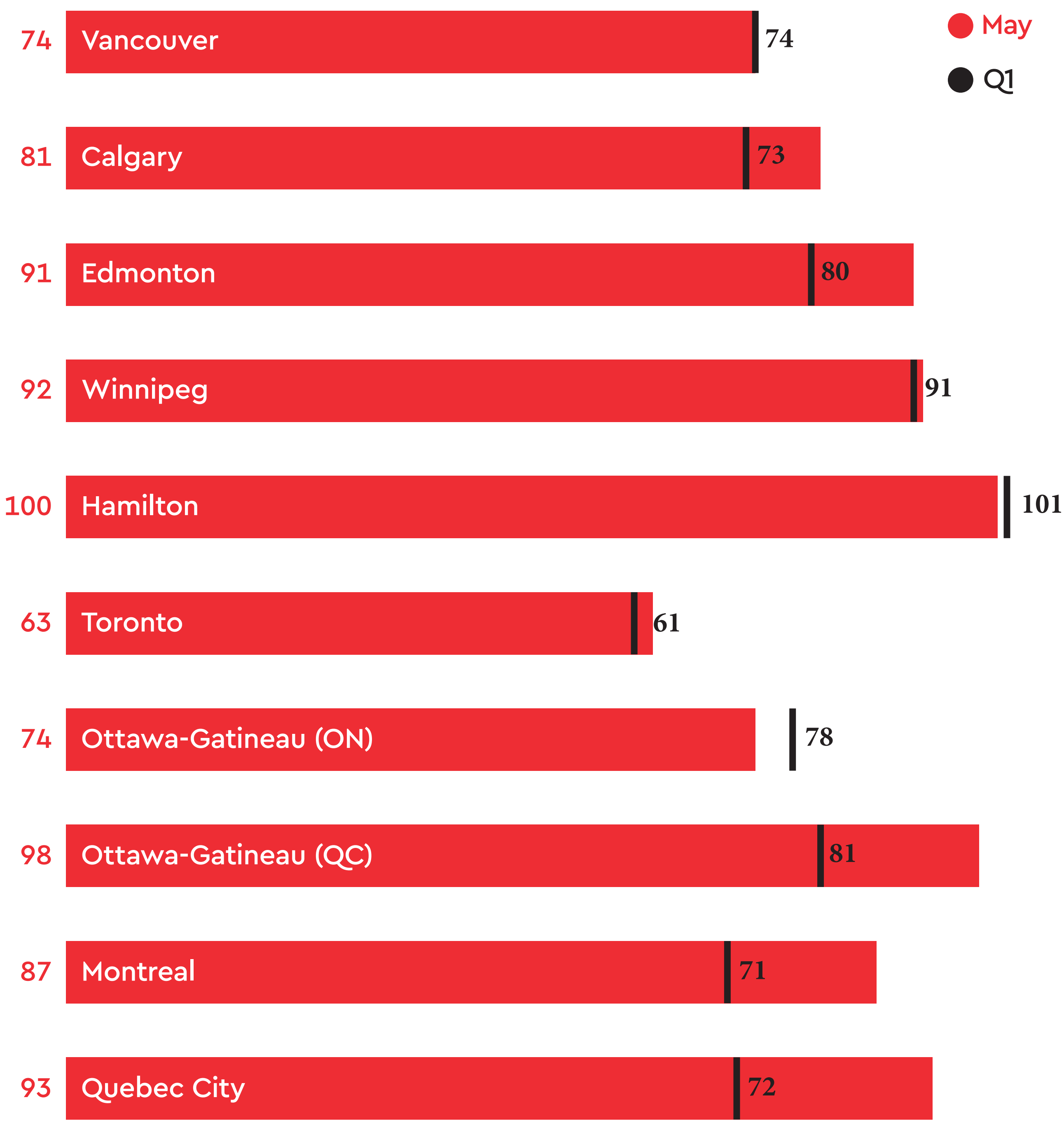
The figures below provide a regional overview comparing 9 major markets across Canada. Readers should note, these metrics provide the average 'activity' conditions for each market, and these results will vary by operator and specific sub-geographies within a market based on the dynamic weighting (selected inventory or geography).

The results shown within this report represent the movement within COMMB's OTS criteria (Opportunity To See or viewshed) in comparison to the same time period in 2019. Geographically distributed location and venue selection leveraged all locations in a market which had less than one hundred faces, venues or screens and leveraging 100 geo-distributed locations in markets that had more than one hundred, incorporating a balance of neighbourhoods, road types etc. to capture a detailed and evenly distributed understanding of inventory within a market.

The dynamic weighting looks at the selected inventory or geographical region and compares the consumer trends and movements to the "same-date" time frame selected. Additionally, COMMB is reporting all media owner inventory for an industry/market average, while media owner members have access to only their inventory within their custom dashboards. This dynamic weighting allows COMMB and our members to feel the pulse of the overall effects on consumer movements and allows each of our media owner members to provide compelling insights for their assets across Canada.

Market Overview

% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019



Western & Central Canada Assessment

It's exciting to see vast improvements in Western Canada's major advertising markets, with the top three Western markets trending upwards, indicating consumer movement and activity are quickly progressing to near-normal levels, as compared to the pre-COVID baseline. Edmonton saw the greatest increase of 13.8 percent, or 11 points, in consumer movement through Q1 and into May 2021, reaching 91 percent of pre-COVID-19 levels, Calgary indicates a strong 81 percent of baseline activity, and Vancouver is trending upward at 74 percent Q1 to May 2021.

In Western Canada, as of June 11, the cumulative total population of Canadians in the province of Alberta who have received at least one dose of the COVID vaccination was just under 57 percent, similar to the 65 percent in British Columbia, indicating a direct correlation between vaccinations administered and the comfort level of consumers to be on-the-go again.

Central Canada is also seeing incredible movement throughout Q1 and May 2021, with Winnipeg at 92 percent of pre-COVID-activity, and with the province of Manitoba at just under 57 percent cumulative percentage of Canadians vaccinated, indicating a higher level of comfort to move about their daily activities among unvaccinated consumers than other provinces across the country.

In summary, Western and Central Canada's overall movements have reached an average return witnessing more normal behaviour of 83 percent across the four markets listed above. An impressive and quick return sees more and more consumers becoming more mobile, enjoying their daily activities passing/having the opportunity to see outdoor inventory.

As we examine various product groups in Western and Central Canada, we're seeing significant increases overall in the three Western markets from Q1 to May, with outdoor digital up from 81 to 88 percent in May, an 8.6 percent increase or 7 points; posters up from 74 percent to 83 percent, 9 points or a 12.2 percent increase; street furniture up 8.5 percent from 71 to 77 percent, a 6 point increase; and superboards in Edmonton up an impressive 17 points, 20.7 percent from 82 percent to 99 percent activity.

When we compare the product groups in Western Canada with those in Central Canada we're seeing an interesting trend with consumers' comfort levels in returning to normal behaviors in Western Canada directly correlated to the vaccination percentages. Central Canada seems to be moving in similar patterns as vaccines increase within the province of Manitoba, however strong Q1 and May numbers within this market indicate a higher level of comfort to be on-the-go within unvaccinated consumers than other provinces.

When reviewing individual Western markets, Vancouver experienced a slight 3.4 percent decrease from 86 to 83 percent, or 3 points, in OTS activity exposed to outdoor digital assets during the month of May in relation to Q1 2021, a 1.4 percentage, 1 point, increase on posters from 71 percent to 72 percent activity and street furniture remained consistent at 73 percent.

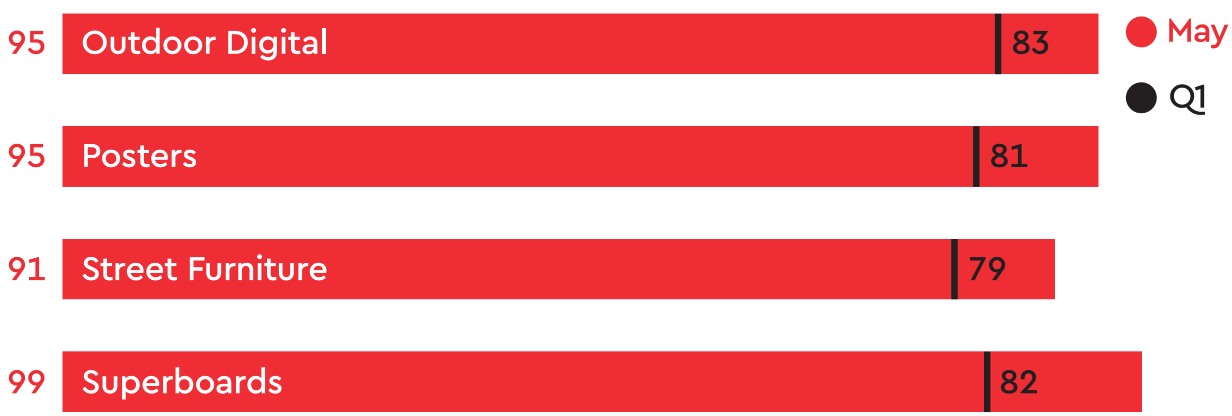
Vancouver Product Groups

% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019

Edmonton is seeing impressive trend from the first quarter to May 2021 with double digit gains on all four product types in the market, trending +14.5 percent on outdoor digital, up 12 points; +11.1 percent on posters, up 14 points; +15.2 percent on street furniture, up 12 points; and +20.7 percent on superboards with an impressive 17 point increase in May 2021 over Q1 2021 results.

Edmonton Product Groups

% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019



Calgary is also on an upward trend with outdoor digital increasing 10.1 percent from 79 percent to 87 percent, a jump of 8 points; posters up 11.8 percent from 76 percent to 85 percent accounting for a 9 point increase; and street furniture jumping 9.8 percent from 61 percent to 67 percent, up 6 points from Q1 to May 2021.

Calgary Product Groups

% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019

In Central Canada, there are slightly different results with outdoor digital remaining on par with Q1 2021 numbers in May 2021 at 89 percent. Posters are up slightly by 3.2 percent from 92 percent to 95 percent, a 3 point increase; street furniture up 4 points and 4.4 percent from 90 to 94 percent activity and superboards saw a slight decrease of 5 points or 5.6 percent from 88 percent to 83 percent.

Winnipeg Product Groups

% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019

In summary,

Western and Central Canada are showing significant increases in consumer movements and activity, with great indications as summer approaches us in just a few days. Warmer weather, loosened restrictions across the country and continued administration of the vaccine will encourage movement for Canadians in these regions.

Eastern Canada Assessment

Certainly, the Eastern provinces and markets have seen some of the hardest hitting, government-imposed restrictions, not only across Canada but across North America. The impact of these rolling lockdowns, curfews, and official stay-at-home orders seem to finally be coming to an end. Eastern Canadians are increasingly stepping out of their homes, into their cars and enjoying a stroll in the sunshine, patios and retail shopping.

With many of the COMMB staff living in the downtown Toronto core, we've seen an influx of consumers out and about in parks, splash-pads, bike paths and other outdoor recreational areas. It's a refreshing change of pace, particularly the increased traffic congestion which Torontonians haven't experienced in quite some time.

The energy is beginning to return, and we are certain that Montrealers and Torontonians are flooding the streets to enjoy the European Cup, the summer solstice, and time with close friends and family. The recent lift in the official Ontario provincial stay-at-home order has seen line-ups for patios, bars and other retail this week (June 14) in the Toronto core and within surrounding suburbs, and while we are discussing Q1 and May results, we are anxious to see the uptake for June in these two key advertising markets next month.

If we examine the cumulative totals of all regions listed below within Eastern Canada, May 2021 is trending well from Q1 with outdoor digital at 73 percent up 9 points or 14 percent from 64 percent of activity; posters at 87 percent up 10 points or 13 percent from 77 percent; street furniture at 74 percent up 6 points or 8.8 percent from 68 percent; and superboards at 79 percent up 10 points or 18 percent from 67 percent in Q1.

When we look at the granular details of each individual market however, there are some interesting trends that emerge. We'll split our evaluation into Ontario markets and Quebec markets since the numbers vary quite significantly.

Ontario

In the three Ontario markets examined in this report, Hamilton is trending at normal levels for May, even after minor decreases for three of four product groups since Q1 – less than one percentage decrease in fact. Within the Ontario side of the entire Ottawa market, there was a decline in activity for all four product groups from Q1 to May 2021 of 3.9 percent, while Toronto saw an increase of activity by ~4.8 percent, up to 66 percent in May, important to note that this highlights that two out of three individuals have passed through our OTS viewsheds. This is likely explained by Toronto having maintained a stay-at-home order for several months leading up to and thru May, being more comfortable with outdoor activities and the release of the vaccination hotspots increasing vaccination rates drastically during this time. While the entire province of Ontario had instructions to enter a stay-at-home order on April 8th, impacting movements in the Ontario markets outside of Toronto with a slight decline in comparison to Q1.

That said, Hamilton as a market has maintained above average movement over the combined period of Q1 and May 2021 with 12 percent above 2019 numbers for consumers exposed to street furniture and 98 percent of 2019 numbers for those consumers exposed to posters.

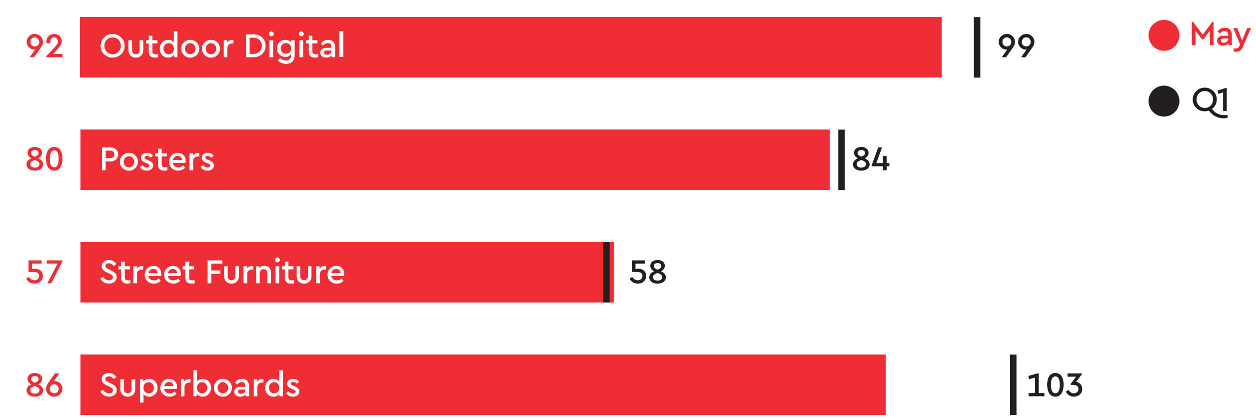
Hamilton Product Groups

% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019

Ottawa also maintained significantly high patterns of movement in May as compared to 2019 numbers, however, for different product types than Hamilton's peaks. Ottawa saw outdoor digital and superboards as its key product groups in May at 92 percent and 86 percent, respectively, as compared to the 2019 pre-COVID baseline.

Ottawa (ON) Product Groups

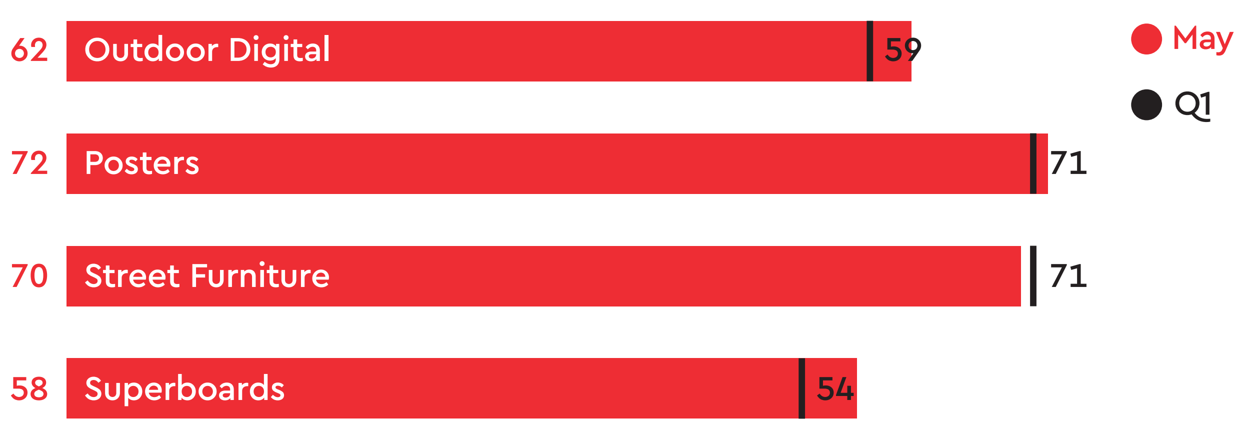
% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019



Torontonians, having been in various stages of lockdown for the lengthiest amount of time as compared to residents in other provincial markets, yet still saw slight increases in the consumer movements as May's legendary May 2–4 long weekend approached, and a heat wave rolled through the city. While not quite back to pre-pandemic numbers we are seeing steady inclines month-over-month and a positive uptake in movement. Overall, the Toronto market saw a 3.3 percent increase in all product groups from Q1 to May 2021, with superboards seeing the highest increase of 7.4 percent, or 4 points followed by outdoor digital at 5.1 percent or 3 points. The product groups that are trending highest in comparison to the 2019 baseline are posters and street furniture at 72 percent and 70 percent, respectively, of pre-pandemic activity. The market itself has grown ~10 percent from our last report in consumer movement, despite the government-imposed stay-at-home order, a substantial increase in overall market performance.

Toronto Product Groups

% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019



With Ontario's cumulative percentage of the population who have been vaccinated increases on average ~5 percent week-over-week, reaching over 60 percent as of June 5, and coupled with the re-opening of outdoor dining and non-essential retail at limited capacities, we are eager to explore the June results in the coming weeks. Certainly, there is no denying the renewed energy building in Toronto's downtown core and surrounding neighbourhoods.

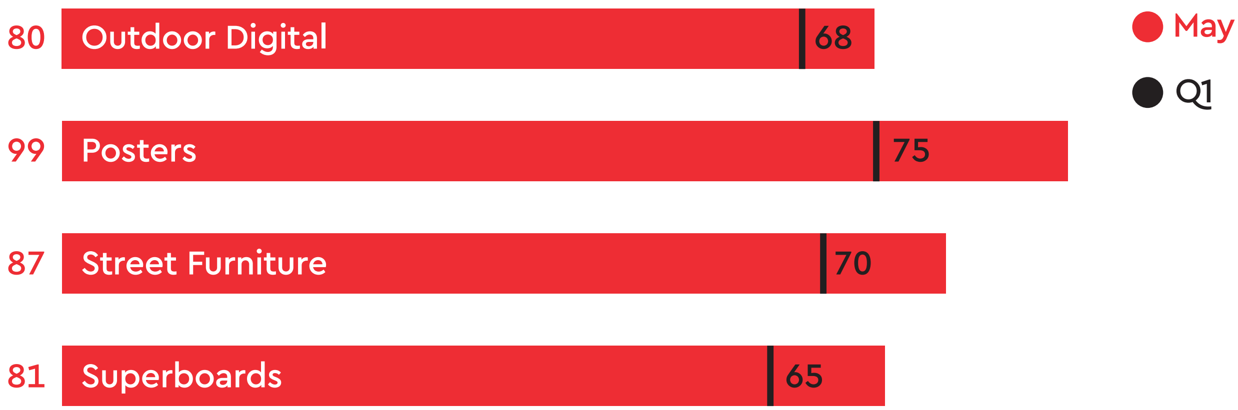
Quebec

Contributing substantially to the overall Eastern Canadian product performance, the Quebec markets of Montreal and Quebec City have seen substantial double-digit increases across all product groups from Q1 to May 2021 as compared to the baseline 2019 pre-COVID-19 data. For Montreal and Quebec City, respectively, outdoor digital jumped 14 points or 20.3 percent from 69 percent in Q1 to 83 percent in May, and 12 points or 17.6 percent from 68 percent to 80 percent. Posters also jumped 16 points or 20.3 percent from 79 percent to 95 percent in May and an incredible 32 percent, or 24 points, to normal levels of 99 percent in May from 75 percent in Q1. Street furniture climbed 12 points or 21.1 percent and 17 points or 24.3 percent – a reflection of increased activity throughout the markets within proximity to the inventory group. Finally, superboards across both markets soared 17 points, or 24.6percent and 16 points, or 23 percent from Q1 to May 2021. Additionally, as seen in the Market Overview chart above, within the Quebec side of the Ottawa-Gatineau market, activity jumped 21 percent in May to 98 percent compared to Q1 81 percent result.

Quebec City's overall market activity stands at 93 percent of baseline conditions in May, while increases since Q1 for Quebec City indicate the most progress. This outcome is reflected in continued upward trends among all product groups, with posters running higher than overall market activity, and the largest increase in activity between Q1 and May, compared to other product groups. Posters activity in Quebec City is on par with pre-pandemic numbers at 99 percent movement compared to the 2019 data, with all other product types ranging between 80 percent to 87 percent, indicating a strong recovery for the market.

Quebec City Product Groups

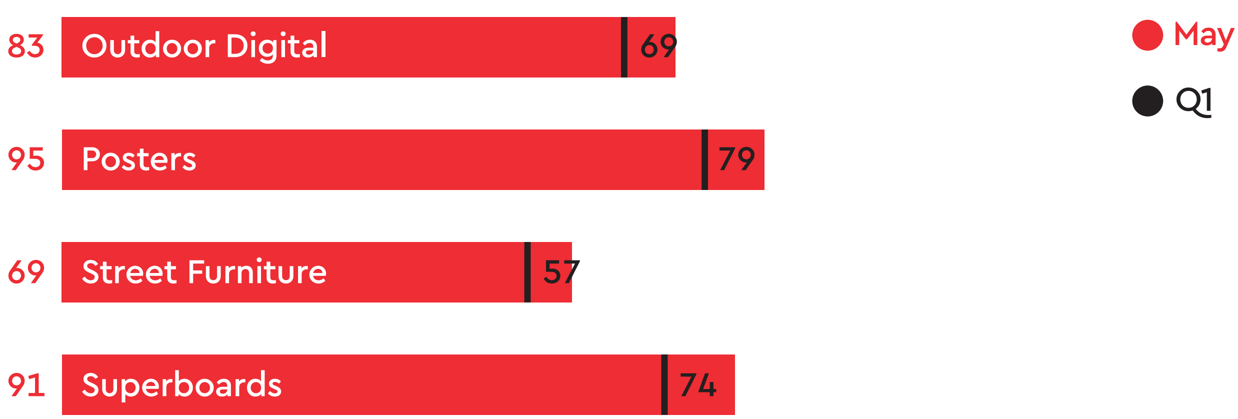
% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019



Montreal, among the three Eastern markets reported, is doing well in recent months in terms of overall market activity in relation to baseline conditions at 87 percent in May 2021. A review of activity across the product groups indicates activity for posters are nearing normal levels, with May at 95 percent. Superboards are trending well at 91 percent, up 17 points from 74 percent and outdoor digital exhibiting strong recovery trends in May at 83 percent, up 14 points from 69 percent in Q1.

Montreal Product Groups

% of OOH Activity with OTS Inventory | May & Q1 2021 vs. same period 2019



Q1 and May's Insights Findings

Based on the positive trends, we share the same enthusiasm with our advertising partners and media owner members towards a strong recovery of activity near or with OTS inventory across Canada. Our access to data within the COVID Insight dashboard tool enables visibility across additional markets not just reflected in this monthly insights report. We encourage all buyers to reach out to COMMB media owner members for insights on specific inventory and to your OOH association team for industry wide insights in markets not highlighted in this report. The OOH association insights that are available on request include: operator and product (by market), all digital outdoor MOPs, and these major outdoor static markets; Toronto, Montreal, Vancouver, Calgary, Edmonton, Quebec City, Ottawa-Gatineau , St. Catharines-Niagara, Winnipeg, Hamilton, Greater Sudbury,, North Bay, Sault Ste. Marie, St. John's, and Timmins.

Based on the recently lifted stay-at-home order and loosened restrictions, we anticipate to see the trends spike in the Eastern Canadian markets. Q2 results and June highlights will be released next month.

For more details, please visit www.commb.ca.

Thank You!

Get in touch!

111 Peter St., Suite 605

Toronto, ON, M5V 2H1

(416) 968-3823

lmenzies@commb.ca

COMMB

Canadian Out of Home Marketing and Measurement Bureau